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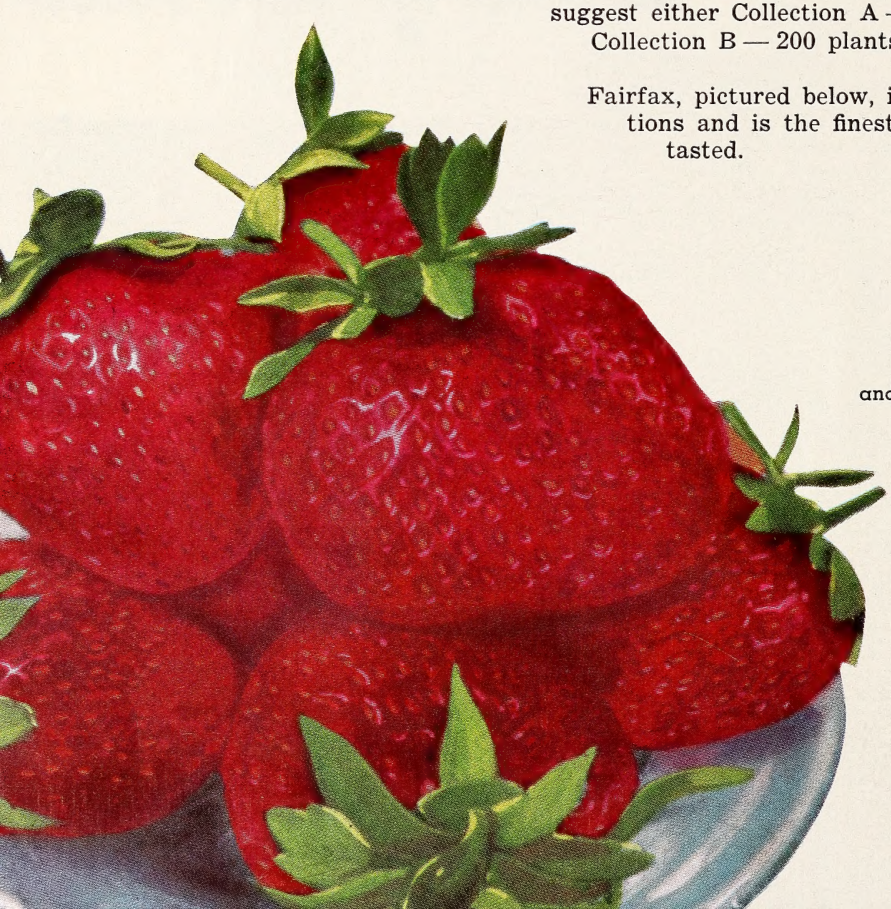
W. F. Allen's 1955 Book of Berries

Salisbury, Md.

PREMIER
The Frost Proof Berry —
Sure Crops — Big Crops

WITH plants like these, and varieties like Fairfax, your hopes for a Quality Berry Garden are "well rooted." For the home gardener who wants the best without bothering to study the many variety descriptions, we suggest either Collection A — 100 plants, or Collection B — 200 plants. (See page 28)

Fairfax, pictured below, is in both collections and is the finest berry you ever tasted.



FAIRFAX

beautiful berries
and "OH SO GOOD!"

The Plant Situation – 1955

THE BIG NEWS in the strawberry plant situation at the present time is the amazing vigor and growth shown by the virus free stocks. On all varieties where such stocks are available we have used them and they are being offered to you in this Berry Book. Our plants are completely from virus free sources on the following varieties: Catskill, Sparkle, Blakemore, Tennessee Beauty, Tennessee Shipper, Tennessean, Klondyke, Klonmore, Senator Dunlap, Albritton, Massey and Vermilion. With Fairfax, Robinson and Armore some of our stock is from virus free sources, some is not —all have grown well. Most of our stock of Premier is virus free but we have purposely retained some of the regular stock for reasons given in the Premier description (page 8). Outstanding for vigor among the varieties where virus free stocks are not yet available are Empire, Big Joe and Temple.

New varieties which are making their mark in sections where they are adapted include **Empire, Albritton, Pocahontas** and **Dixieland. Stelemaster,** highly resistant to red stele, is a valuable addition for growers in areas where soil is infested with this disease.

Superfection, as well as the other everbearers, continues to give much more profit and pleasure in home gardens where the sawdust mulch spaced plant method is used. (see page 30)

This year we have a good stock of nearly all varieties. In spite of hot, dry summer until late August we have fine beds of plants which show again that

ALLEN'S PLANTS, standard for the industry for 70 years, are still your best bet for big crops of better berries.

PICKING THE WINNERS

A Bird's-eye View of the Best

EARLY

Premier The safe early strawberry. Frost Proof. Has never missed a crop. Very productive, profitable in all northern and middle states. Allen's regular Premier—an amazingly vigorous strain. Allen's virus free Premier—outstanding.

Empire A new one from New York, making fine record in Premier territory. Empire excels Premier in vigor, size, quality, firmness and beauty.

Fairfax The top-quality berry. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted, North and middle South. Where quality tells, Fairfax sells!

Blakemore A great shipping berry for the southern and lower middle states. Most widely grown of all varieties. Light, tart, firm and attractive. **Dixieland,** larger, should be tried by Blakemore growers.

MIDSEASON

Catskill The leading midseason berry. Heaviest producer of any leading variety —more big berries. Good quality, firm, attractive, excellent for freezing. Vigorous plants now available regain original Catskill vitality and productiveness. Adapted from Canada south to Missouri and North Carolina. Best midseason berry—it's safe. **Big Joe,** a fine old variety. Still vigorous after many years of bearing. Berries big, good. **Pocahontas,** new, large, vigorous, productive—worth trying.

Temple First introduced as red stele resistant variety. Very vigorous and productive. Now leading variety in lower Delaware and eastern Maryland, replacing Blakemore. Excellent quality for home or market.

LATE

Tennessee Beauty Our most profitable commercial berry. Our favorite of all recent introductions. Excellent for home garden, super-duper for freezing. Adapted middle South to middle North.

Robinson Berries very large, light, attractive. They bring top prices. Becoming very popular in northern and upper middle states. Plants easy to grow, very productive.

Sparkle Extra vigorous plants now available. Red stele resistant. A quality and quantity producer for northern states. Very vigorous, very productive. Berries medium size, excellent quality, rich red clear through; becoming popular for freezing.

EVERBEARING

Superfection Our first choice of all the everbearers because it is easiest to grow and most productive of Fall berries. Your best bet for berries this year.

Dusting to maintain healthy plants ➘

The Winning Plants—ALLEN'S

The winning ways of Allen's plants are made possible by the planting stocks used and the treatment they receive. Results justify their use by you.

PLANTING STOCK: We use the strongest, best rooted, most vigorous, true-to-name planting stock of each variety, with virus free plants of all varieties where such plants are available.

TREATMENT:

1. All our fields, in addition to being fertile and well drained, are *fumigated* before setting to eliminate or reduce nematodes which have been recognized as a serious factor in preventing the biggest possible crops.

2. A ton per acre of *high grade fertilizer* containing nitrogen, phosphorus and potassium is used during the growing season.

3. *100 lbs. of minor elements* are added with each ton of fertilizer, including boron, manganese, copper, magnesium and zinc. If any plant or any variety needs one bite of one of these minor elements for maximum strength and vigor it is there to be used.

4. *10 lbs. of chlorodane* per acre are spread with the fertilizer. This is to kill aphis, ants, cut worms and other pests which might destroy or weaken some of the plants.

5. After the plants have started growth, in addition to good cultural practices, they receive *ten or more dustings* per acre with parathion dust to eliminate insect enemies like aphis, red mite, etc., and particularly the aphid which carries the virus organism. Virus free stock is kept virus free for you at ALLEN'S.

RESULTS: Wonderful beds of plants of all varieties in spite of a hot, dry season. **Results justify you in depending on Allen's plants for your own setting.**

Berry Gardens

1. Admire their beauty and color. Ever notice how cereal and other ads in magazines are dressed up with berry color?
2. Enjoy the wonderful flavor and aroma —fresh from the vines. A taste treat for all the family.
3. Have your fill of strawberry shortcake —ranks with apple pie as a national favorite dessert.
4. Frozen berries—for that "fresh flavor" the year round.
5. Strawberry preserves and jam—you'll enjoy these with just one sweet tooth.
6. Vitamin C—Strawberries are unsurpassed as a source of vitamin C. Did you ever take such good medicine?

It's Easy! Beginners can do it successfully and profitably.

It's Quick! No other fruit crop bears so quickly—12 to 13 months with standard kinds; 8 to 10 weeks with everbearers.

It Pay's! Surplus berries from your strawberry garden are easily sold at profitable prices.

What have you paid for good strawberries in recent years—30, 40, 50, 60 cents per quart?

Why not sell some for that? The pay is good. A small berry garden can supply all your family can use and enough to provide some important extra money besides. You can do it, or the old folks, or the young folks. The work is light and healthful—the rewards bright and helpful.

OTHERS HAVE!

Suffolk Co., Mass., April 19, 1954. "Several years ago we bought your Family Garden Collection. It was a great success. The next year we picked from one to three quarts every day for about five and one-half weeks. We picked them early in the morning to eat on cereal, and we ate them in every other possible form. We had never before fully appreciated the difference between a berry picked early enough to stand shipment and marketing and a berry picked dead ripe to be eaten within the hour." *Lawrence B. Barnard.*

Franklin Co., Pa., March 23, 1954. "The 100 plants I bought in 1952 gave me lots of berries last year for my neighbors and friends and I preserved 35 large size jars. They were delicious large berries." *Mrs. Robert B. Klock.*

Hamilton Co., Ohio, Feb. 12, 1954. "Last year I picked on one day five 24 quart crates that I sold to a fruit stand for $60.00. Can you beat that?" *Frederick Swing*

Delaware Co., N.Y., Dec. 29, 1953. "We ordered same berry plants from you in 1952 and they were so wonderful this year that we want to put in another bed next spring. We picked over 200 quarts from our collection of 200 plants. You surely can be proud of your plants." *Oliver D. Brown.*

Allegheny Co., Pa., Feb. 18, 1954. "We have been buying berry plants from you for 10 years or more now. They do very well in our home garden. I get enough to make a quantity of preserves and shortcake, served to our many friends with loads of berries on the shortcake. Your plants are 100% with us." *E. G. Rebel.*

WHY NOT? Add Luxury to your living with lots of luscious berries from a lovely little garden

IVIDENDS

7. Superb for sharing. What more delightful gift than a quart or two of these sparkling beauties? They'll make and hold friends.
8. Save on the budget. Why spend money on lesser desserts with plenty of these ruby red gems on the vines?

Henrico Co., Va., Sept. 25, 1954. "About last February I ordered from you Everbearing Collection X, 25 plants each of Mastodon, Gem and Superfection. These plants have been wonderful, in fact have far exceeded our expectations and we have enjoyed strawberries of the best quality throughout the summer."

Mrs. Ajelon A. Dinan.

Tuscarawas Co., Ohio, Feb. 23, 1954. "I like to buy my plants from you because your plants are always alive and vigorous and I can depend on getting them early. Several years ago I purchased 25 Robinson and 25 Premier plants and they proved to be outstanding. We had plenty of berries for our own use and some to sell. The second year was even better than the first with 158 quarts."

Mrs. Menno Troyer.

Bergen Co., N.J., Jan. 23, 1954. "I have your Robinson and one of my customers said, 'It is the first time I ever saw peaches on strawberry plants.' They were so large. It is just a hobby. We picked 100 to 125 quarts per day, and if I had the ground to grow 1,000 quarts we could sell them right at the door."

Virgil McManus.

Campbell Co., Ky., March 8, 1954. "I purchased 50 plants from you in 1952 and picked my first berries in 1953. They were as large as half dollars. I never knew that a person could get so many berries from such a small amount of plants. I am so well pleased that I am doubling my order this year."

Joseph Zint.

Strawberries and Money

No matter how much we love our work, the money we make is important in commercial ventures. The experience of years has shown strawberries to be one of the best of all *money crops*—not always like the $1400.00 per acre cited below, but nearly always *GOOD BERRIES* will show a good profit.

OVER $1,400.00 CLEAR PROFIT PER ACRE

Here is the Field—1.6 acres—of Tennessee Beauty picked and marketed by us in May and June, 1954.

Per Acre Results

12,750 quarts (531-24 qt. crates)
$3,726.15
Over $1400.00 per acre clear profits. Good growers sometimes get a larger yield, frequently get a higher average price (about 30¢) but results half as good as these would make Strawberries a Good Money Crop.

THE RECORD FOR 1954

Wholesale Prices New York Produce Market, May 6 to June 30, 1954. Berries from Louisiana, North Carolina, Virginia, Maryland, Delaware, New Jersey, New York, Connecticut, with California berries not included.

Date	Highest	Lowest	Difference
May 6	.65	.25	.40
May 10	.60	.20	.40
May 13	.47	.20	.27
May 17	.50	.15	.35
May 21	.50	.23	.17
May 23	.60	.20	.40
May 28	.75	.20	.55
June 1	.65	.15	.40
June 4	.75	.20	.55
June 7	.75	.25	.50
June 11	.75	.25	.50
June 14	.65	.25	.40
June 18	.75	.15	.60
June 24	.75	.25	.50
June 30	.65	.25	.40

THE LESSON FOR ANY YEAR

1. Quality Pays. The difference in price between the best and the poorest was never less than 17c per quart and ranged up to 60c per quart *more* for the best fruit.

2. The Price for Good Berries Was High—enough to yield a good profit even with today's high costs.

3. The Price was Good All Year—from Louisiana to New York, from May through June. Wherever you live *good* berries will make you money.

FAIRFAX *First for Fine Flavor*

The Garden Berry Deluxe!

Wherever the consumer can buy strawberries by variety name Fairfax will be favored. The wonderful flavor provides a taste-treat which few can forget. Enthusiastic Fairfax fans are found wherever flavor is the main consideration.

In addition to having the highest quality of all leading varieties of strawberries Fairfax has many other fine attributes. The foliage is vigorous and healthy with beautiful dark green leaves. In ornamental plantings where beauty of foliage as well as fruit is important Fairfax has probably been used more than any other variety. The plants are very vigorous and very productive. The berries are like this:

1. Finest flavor of all.
2. Very firm—as solid as Blakemore.
3. Very attractive, with a rich red color becoming dark as the berry ripens.
4. Large average size, many of the first berries being fan-shaped, with the later one as shown in the picture.

Fairfax berries should be picked closely, especially in commercial fields. The first berries are bright red, becoming dark, later almost purple, while they are still firm enough for use. If picking is neglected the bright early berries mixed with the dark berries which have been ripe for several days present a somewhat mottled appearance which is not favored on many wholesale markets.

Outstanding as a Roadside Market Berry!

Where Fairfax is known the dark red color has become associated with unequaled flavor. Consumers buy Fairfax and come back for more, the wonderful taste lures them. Fairfax is well adapted from the latitude of Virginia north. Every garden and every small planting in that area, where the grower meets consumer, should feature Fairfax. They are good and they pay.

We have a vigorous stock of Fairfax plants; some virus free, some regular. If you prefer the virus free please indicate same on the order sheet. Fairfax berries ripen early in the middle states, becoming later farther north. You will be delighted with Fairfax at any season. Price list page 32.

MIDLAND

In six or seven characteristics which a great berry must have Midland ranks with the best. In *productiveness* it equals Premier, Catskill and Sparkle; in *quality* it is surpassed only by Fairfax and Fairpeake, better than Premier; in *size* Midland probably will average as large as any variety grown today except possibly Robinson and Catskill; in *firmness* Midland is surpassed only by a few like Blakemore and Tennessee Beauty—firmer than Premier, Catskill, Sparkle, etc.; in *appearance* Midland is beautiful when it first ripens, it becomes fairly dark on holding. As a *freezing berry* Midland is at the very top–most tests show none better, few equal to Midland for freezing.

Although Midland plants individually are large and strong, it makes few runners. Because it is so difficult to get a good fruiting row Midland just misses being one of the greatest strawberry varieties. For the hill system or especially fertile locations Midland is superb. Ripening season medium early, about with Fairfax.

Midland presents a challenge—If you can grow a bed, you can make a profit. Price list page 32.

PREMIER

The Frost Proof Berry

For many years Premier has been the most widely grown of all strawberry varieties in the middle and northern states—Blakemore in the south. Most of the modern records for high yields and high profits have been made with Premier. The frost proof quality, with sure crops every year, has been a big factor in helping Premier retain its position as leader of all varieties in the north.

Premier leadership is based on Big Crops as well as Sure Crops. The ability of Premier to withstand low temperatures and frosts has given growers a crop of berries every year. The productiveness of Premier plants has made those crops average larger than any other known variety in the 39 years since 1915 when it was introduced.

It is said that a real champion repeats. Premier must be a real champion because it has repeated its victory over Jack-Frost and leadership in popularity for most of the same 39 years.

Other things which have helped Premier to retain its leadership are vigor of plant growth and its *freedom from disease*, although many stocks of regular Premier have in recent years been weakened by virus; *attractive appearance*—although it is not the most beautiful strawberry, well grown Premier are very attractive and are popular in most northern markets. They sell well and the volume insures the profit. Premier berries rate high enough both in *firmness* and *freezing quality* to have good acceptance by the buyers either in the fresh market or in processing. The *quality* of the berries is good, not as high as Fairfax, Fairpeake and Empire but better than Blakemore, Missionary, Robinson and other leaders. Premier for early and Catskill for midseason and late berries form a sure-fire profit combination for northern growers.

Virus free stocks of most varieties merely show increased growth, vigor and productiveness as compared with regular stocks. With Premier, however, the effect has been much more marked. Not only is virus free Premier more virgorous and upstanding, much like Blakemore in its growth habit, but also the berries are definitely lighter and apparently not quite so firm. The general consensus among growers and research men is that if the changes in virus free Premier are not entirely due to freedom from virus that at any rate the fruit grower is benefited by having the virus free stock due to the extra vigor of plant growth. Many old stocks of Premier have been failing to make a plant bed good enough for a satisfactory crop while virus free Premier would almost always make a satisfactory fruiting bed. However, if there is a genetic difference in these stocks of Premier the virus free plants have not yet had time to demonstrate the fact that they may be just as frost resistant as regular Premier. Our regular stocks of Premier have made beautiful two feet wide beds—our virus free stocks just as good or better.

If you prefer the virus free stock please indicate same on the order sheet. Please remember that with either kind Premier means SURE CROPS AND BIG CROPS. Price list page 32.

HOWARD 17 Premier is also sold as Howard 17, which was the original name. The varieties are identical in every respect. It is a "pippin" no matter which name you use. Price list page 32.

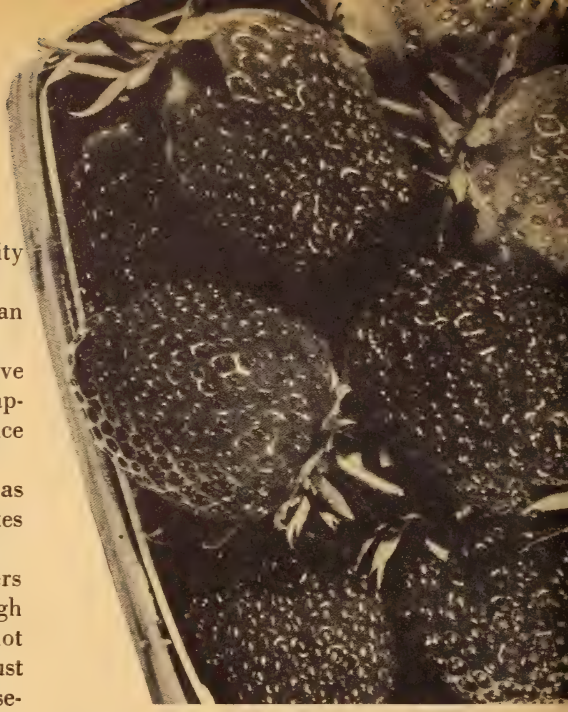
DORSETT

A high quality berry which like most people has many good points and a few bad ones. Dorsett ripens about with Premier. At its best it is equal to Premier in plant growth and production. It is superior to Premier in attractiveness and firmness. The quality of Dorsett is much better than Premier, in fact surpassed only by Fairfax and Fairpeake. The bad points of Dorsett are that it is susceptible to frost injury and it is hard to make all the blossoms set fruit. To help overcome these things, avoid frosty sites, don't overfertilize the row making it too dense, and don't let the plants become too thick in the row.

For several years most stocks of Dorsett were weakened in plant growth by a virus disease. Certified virus free plants of Dorsett are not yet available but our present stock is either free from virus or highly resistant to it. For the past several years we have grown beautiful Dorsett beds. At its best Dorsett is one of the most productive and profitable of all varieties. Those who can grow it at its best will find it hard to beat. Price list page 32.

EMPIRE

Better than Premier in Five Important Ways



Empire berries are much better in quality than Premier.

Empire berries average larger in size than Premier.

Empire berries are much more attractive and on any market where quality and appearance count will bring a higher price than Premier.

Empire berries are fully as firm as Premier, with a tougher skin which makes them hold and ship better.

Empire plants are more vigorous growers than most Premier stocks. Even though certified virus free stocks of Empire are not yet available the stocks we have grow just as well as virus free Premier and our selected stocks of regular Premier.

Empire plants are very productive, many find them fully equal to Premier. Certainly they compare favorably with Premier in total yield.

Empire plants have not failed to make a crop in the years since 1950 when it was introduced. However it does not have the long record of frost resistance which Premier has demonstrated for so many years.

Grower reaction to Empire has been enthusiastic. Fine reports have come from Virginia, Illinois, Michigan, New Jersey, New York, Pennsylvania, Maryland, North Carolina and other states. The only unfavorable report we have had on this variety came from one grower in Wisconsin. We are confident that this was due to some local condition rather than the adaptability of Empire for that area. As with Premier Empire territory covers the northern and middle states and as far south as the higher altitudes of North Carolina, Kentucky and Missouri.

Empire was originated in New York by Dr. George L. Slate and released for introduction by the Geneva Station in 1950. From our own observation of it in Maryland and in New York state chiefly we would plant Empire in preference to Premier except possibly for a processor market where total volume of berries rather than quality was the important factor.

Empire ripens medium early, two or three days after Premier, and is supplementing Premier in many places on account of outstanding performances which cannot be overlooked. Price list page 32.

MISSIONARY

For years Missionary has been the leading berry in Florida, and popular in other southern states. Missionary will do well on almost all soils, but will do better than most on lighter soil types. The berries ripen early, are medium in size, dark red in color, rather tart quality and attractive in appearance. It is a very good shipper, and is also a favorite with the "cold pack" or "juice" men. Price list page 32.

KLONDYKE

A solid southern shipping berry which until Blakemore appeared was grown on more acres than any other variety. Still widely grown, but has been replaced in many sections by Blakemore and Klonmore. Berries are firm, light, ripen evenly, good for processing. We have no special selling talk on Klondyke but for those who know it and like it we have some strong, vigorous, robust plants grown from virus free stocks. Perhaps with this stock you can grow Klondyke profitably as was done in the "good old days". Price list page 32.

BLAKEMORE

Blackmore responds wonderfully to good conditions and good care but with good stock it will stand more abuse and neglect in growing, picking and shipping than any other variety known and still make money for the grower. This may partly account for the fact that more acres of Blackmore are grown than any other variety in the world. It is the best early shipping berry the southern states have ever had, and probably the best money maker. Blakemore territory reaches into all the southern states and as far north as southern Pennsylvania and New Jersey, the coastal areas of New England and the southern half of Ohio, Indiana and Illinois. With few exceptions it is not recommended farther north.

The great popularity and wide acceptance of Blakemore over the southern and lower middle states was due to performance alone. In some areas it revived a lagging berry industry. Blakemore is a strong, vigorous grower which makes a good fruiting bed under almost any conditions. The berries are very firm, ideal for long distance shipping. Berries ripen uniformly all over, and have a bright, attractive color which they retain even after they get quite ripe. Small berries of Blakemore are more generally accepted and bring a better price than small berries of any other variety we have ever handled. Blakemore berries run medium to large in size when the plants are not too thick. Some thinning of plants helps eliminate the small berries which very thick beds and dry weather tend to produce.

Blakemore is the earliest real good variety for commercial shippers and is very popular also with processors, either freezing or canning. At times they will take no other variety. The fact that the berries are quite tart as well as very firm may partly explain this demand. As fresh fruit Blakemore must have sugar added to be real good.

Since it was first introduced Blakemore has shown some tendency to yellowing. Selection has produced stocks which practically eliminate yellowing as an economic factor. Virus diseases, according to reports, have reduced the traditional Blakemore vigor and productiveness in some sections. All of our Blakemore plants, ten acres of them, are from virus free stocks. We have not seen one Blakemore yellows plant in them and they have exceptional vigor. Growers in sections where Blakemore is not as good as it used to be—in fact all Blakemore growers everywhere—should get this virus free stock to make more money from Blakemore. Price List page 32.

DIXIELAND *Will Dixieland Replace Blakemore?*

Dixieland berries ripen early, about with Blakemore. Compared with Blakemore Dixieland berries rate as follows: Berries are equally good quality, both being somewhat tart; Dixieland berries are equally firm, both being excellent shippers; Dixieland and Blakemore berries both have a light, attractive red color which holds well after ripening — Dixieland very slightly darker than Blakemore. Above all, and it is important on any market, Dixieland berries will average much larger than Blakemore. They have sold well ahead of Blakemore on different markets.

In eastern North Carolina, where Dixieland has had its biggest trials, it has been outstanding. It has been predicted by experts that in this area Dixieland with Albritton will take over the acreage as soon as supplies of plants are available.

Dixieland plants are vigorous and productive. They have not shown any yellow variegation. According to reliable reports yields have been better than most other varieties from Washington, D. C., to southern North Carolina and west to Missouri. In replicated plots at Beltsville, Md., Dixieland averaged at the rate of 403 crates of 24 quarts per acre as compared to 241 crates for Blakemore in 1952 and 1953. If you are a commercial grower from the latitude of Maryland south by all means try Dixieland if you can get the plants. We have a limited supply of very nice plants. Price list page 32.

STELEMASTER

A boon to berry growers with red stele in their soils.

Stelemaster berries ripen about as early as Blakemore, five to seven days earlier than Temple. The berries are medium to large in size, generally uniform and smooth, medium red in color with a glossy surface. The flesh is light red, firm, juicy, and with a slightly tart flavor. It is not especially good for frozen pack.

Stelemaster plants are vigorous, productive and highly resistant to all races of red stele now know in eastern United States, and has been tested extensively in the area around Pittsville, Md., where red stele has been prevalent. It has not been widely tested in other sections.

Where red stele is a factor Stelemaster should at least be tested. Not only is it the most resistant to red stele of all known varieties but it also provides an early berry to team up with the mid season and late kinds which are known as red stele resistant varieties, namely Sparkle, Temple, Fairland and Vermilion.

Stelemaster is a cross of Fairland × Maryland 683. It was first selected in 1950 at the University of Maryland Research Farm, Salisbury, Md., tested since that date, and released for introduction in October, 1954, by the U.S.D.A. and the Maryland Agricultural Station. If your soil has red stele try Stelemaster. Price list page 32.

TENNESSEE SHIPPER

The Firmest Berries We Have Ever Seen

Tennessee Shipper is a Missionary x Blakemore cross, introduced in 1941 by the Tennessee Experiment Station. It is a very vigorous grower, making larger, stronger individual plants than Blakemore but usually not quite as many. This year Tennessee Shipper has been marvelous both in number of plants made and vigor of plant growth.

The plants are very productive. The berries ripen early, about with Blakemore, and are the firmest of any variety we know. They are so firm that picking may be neglected for several days at a time and still be picked and shipped to market with practically no loss. This is important in these days of labor shortage. Tennessee Shipper berries are excellent for freezing. They are rather tart in quality and in dry seasons tend to run down in size, except on very springy land. All our Tennessee Shipper plants again this year were grown from virus free stock sources which may account for the outstanding vigor mentioned above. Tennessee Shipper is primarily a southern shipping berry, but has been grown successfully as far north as southern Pennsylvania. Price list page 32.

SEE OUR COLLECTIONS ON PAGE 28-29

KLONMORE

High Quality Shipping Berry for the Deep South

Klonmore is a cross of Klondyke x Blakemore. In vigor of plant growth it equals either of its free growing parents. In productiveness Klonmore is better than Klondyke, probably nearly equal to Blakemore. Klonmore berries are about equal in size to either Blakemore or Klondyke but are *far better in quality* than either of them. In fact Klonmore is the only high quality long distance shipping berry that the south has ever had. Klonmore territory is more limited, being grown successfully in coastal areas of the gulf states and the Atlantic coast states as far north as South Carolina.

We have this year a very fine stock of virus free Klonmore plants and inquiries for large quantities are invited. Price list page 32.

SENATOR DUNLAP

A fine old variety that has been grown in the middle and northern states for many years. It is an extremely vigorous grower, making lots of plants which are very productive. Berries are medium in size, a bright rich red clear through and of good quality. One of the best for canning. The hardiness of the Dunlap plants makes the variety a favorite where the cold winters injure the weaker kinds. Canada, Maine, Iowa and Minnesota are among the places where Dunlap is appreciated. We have lots of good Dunlap plants. Price list page 32.

TENNESSEAN

Tennessean, like Tennessee Beauty and Tennessee Shipper, was originated by Dr. Drain and introduced from the West Tennessee Experiment Station. It is an early berry somewhat resembling Blakemore, but a little longer, more pointed and slightly deeper red in color. Plant growth is very vigorous, equalling Blakemore. In some tests in Tennessee Tennessean outyielded Blakemore. The berries are good for freezing and are equally good for shipping. With us Tennessean has not been as good as Blakemore, Tennessee Beauty or even Tennessee Shipper in total yield, but the plants are quite productive and produce nice looking marketable berries that are firm enough to be excellent shippers. If you are variety minded Tennessean is well worth trying. Price list page 32.

ALBRITTON

"*From the virus free Albritton plants we secured from you we had the largest crop of the finest berries we have ever seen.*" So writes the Epting Distributing Company of Lexington County, South Carolina.

Albritton has taken by storm the strawberry acreage of eastern North Carolina where it has been most widely grown. Albritton berries are beautiful; the color is vivid red, turning to deeper red when fully ripe. They are unusally glossy and hold the glossy appearance longer than any variety yet tested in North Carolina. Reports from other states indicate that this beautiful glossy appearance and large size are retained in states at least as far north as Maryland and New Jersey, although the yield in those states is not quite up to Albritton North Carolina performance. There is is not only the largest but also the heaviest yielding of all varieties. The size is not much larger than fancy Massey but in productiveness is definitely superior to Massey. The berries are very uniform in shape, seldom producing rough or irregular fruit. The flavor is good to excellent, but it is not considered a good freezing berry.

Albritton was first selected from a field of seedlings in 1946 and has made the grade in a big way. Growers everywhere except far north should test Albritton. Those who do may get some big yields. They will certainly get some beautiful big berries, as fine and shiny as any they have ever seen. Price list page 32.

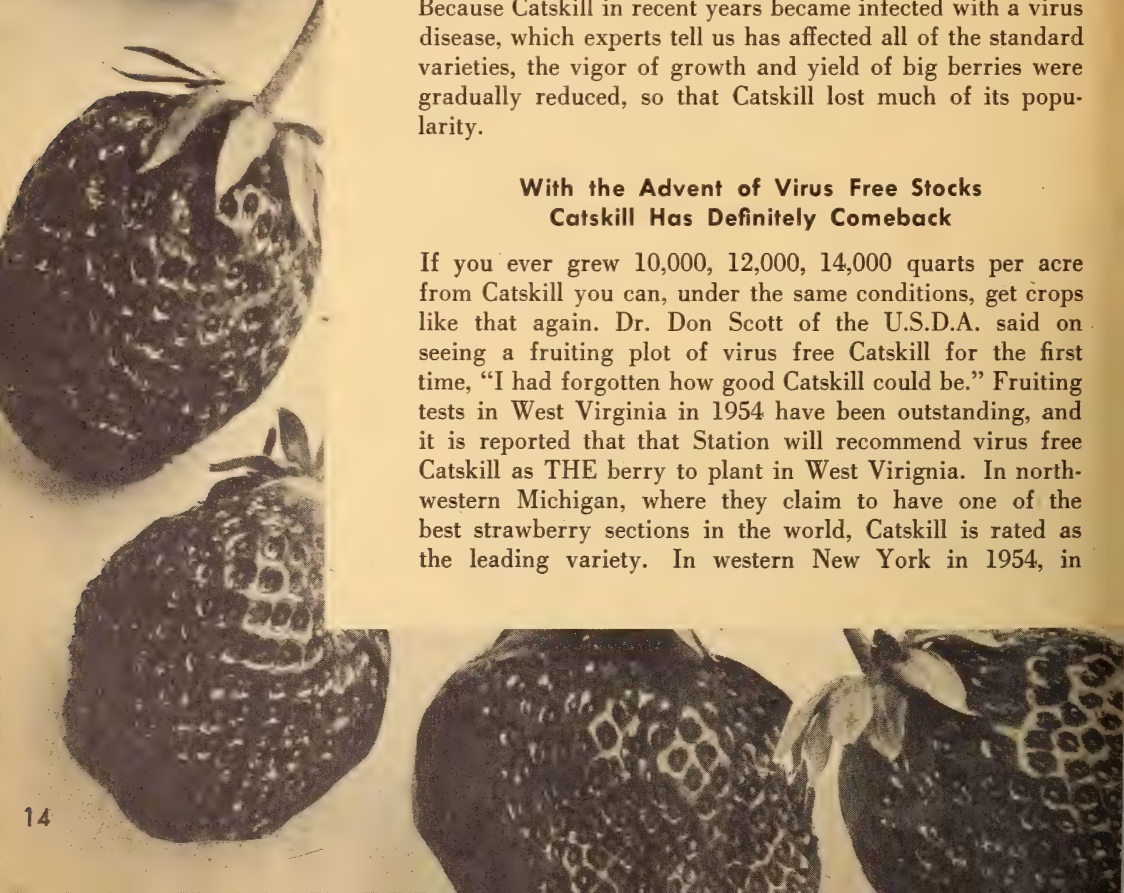
CATSKILL

King of the Midseason Kinds

Because it made such big crops of big berries, when it was first introduced, Catskill swept through the northern and upper middle states faster than any other midseason or late berry had ever done. Because Catskill continued its yield of tremendous crops with berries of large average size it continued its leadership among all the Midseason varieties. Because Catskill in recent years became infected with a virus disease, which experts tell us has affected all of the standard varieties, the vigor of growth and yield of big berries were gradually reduced, so that Catskill lost much of its popularity.

With the Advent of Virus Free Stocks Catskill Has Definitely Comeback

If you ever grew 10,000, 12,000, 14,000 quarts per acre from Catskill you can, under the same conditions, get crops like that again. Dr. Don Scott of the U.S.D.A. said on seeing a fruiting plot of virus free Catskill for the first time, "I had forgotten how good Catskill could be." Fruiting tests in West Virginia in 1954 have been outstanding, and it is reported that that Station will recommend virus free Catskill as THE berry to plant in West Virignia. In northwestern Michigan, where they claim to have one of the best strawberry sections in the world, Catskill is rated as the leading variety. In western New York in 1954, in



a large commercial field, the writer saw acres of virus free Catskill more than doubling the yield of Premier along side them. All over the Catskill territory, which included the northern and upper middle states, Catskill has definitely comeback. One of the best growers in central Pennsylvania, after viewing his field grown from our virus free Catskill plants, wrote us, "I have never had plants that grew so well. We have an acre of Catskill with rows 4 feet wide. We thinned and spaced the runners and they are beautiful."

All of our stock of Catskill this year is virus free. The plants have made a wonderful growth with beautiful plants, as pretty as you ever saw.

Catskill berries, in case you have forgotten or never knew, average large in size. Catskill produces more large berries than any variety we have ever seen.

Catskill berries are good in quality, better than Premier, not as good as Fairfax.

Catskill berries are moderately firm, somewhat firmer than Premier, not as firm as Blakemore.

Catskill berries are light in color when first picked, becoming somewhat darker on holding, about the same as Premier in this respect.

Catskill berries are among the very highest of all varieties in vitamin C content.

Catskill berries are very showy and attractive in the package, resulting in good market prices for the fruit.

Catskill berries stand wet weather better than many varieties which are really firmer.

Catskill berries are good for freezing, and well liked by processors generally. They are easy to pick and cap.

Catskill has a longer record of frost resistance and hardiness of any leading variety except Premier.

Virus free Catskill plants make a very vigorous growth with plenty of large strong productive plants. In productiveness Catskill has not been surpassed–equalled only by a few like Premier, Tennessee Beauty, Sparkle, etc.

Plant Catskill for Big Crops of Big Berries. As a sure-fire profit combination for the northern and upper middle states, plant Premier for early, Catskill for mid-season to late. Price list page 32.

TEMPLE

Temple was the first of the good red stele resistant varieties. It was a life-saver to berry growers in sections where the soil had become infested with red stele. Temple itself is not entirely immune to all strains of red stele but has sufficient resistance so that profitable crops of berries can be grown by many growers who had been completely knocked out by this disease.

In addition to resistance to red stele Temple is a very fine variety because of the vigor and productiveness of the plants together with firmness, beauty, size and quality of the berries. Temple is not a good freezing berry but as a home garden or fresh market shipping berry it has been so good that it has become the leading berry in southern Deleware and the lower lying soils of eastern Maryland. Temple is primarily a berry for the lower middle states where it is very productive and profitable. Frequently, but not always, Temple does not retain its productiveness when grown in the north. Where it is well adapted Temple ranks high among the midseason berries in addition to its value as a red stele resistant kind. Price list page 32.

BIG JOE

One of the oldest varieties we have and still one of the best. The virus disease which seems to be weakening many of our better varieties has apparently not affected Big Joe at all. It is still easy to get a vigorous, strong, robust fruiting row of Big Joe plants. The plants are moderately productive of berries that average quite large in size. Berries are bright red with an attractive green cap which makes them very showy. Berries are fairly firm, as good as Catskill, better than Premier.

Big Joe is not as hardy as Premier and Catskill. Frosty sites should be avoided, especially if planted in northern states. Locally Big Joe is badly mixed with Lupton in growers' fields, Big Joe often being called Improved Lupton. Lupton has been sold as Townking. Since Lupton and Big Joe stocks have been badly mixed, we find that Big Joe is now also being sold as Townking. Under either name it is a very fine old strawberry. Big Joe berries are far better in quality than Lupton and deserve to be kept straight. We have them straight and the plants are beautiful again this year. Price list page 32.

REDCROP

A new variety — released by the New Jersey Station in 1950. Plant growth quite vigorous, making new runner plants freely. Plants here were only moderately productive, although in New Jersey yields of from 8,000 to 10,000 quarts per acre have been reported. Berries are medium to large in size, rather dark; quality good, but not high, about like Premier. As it fruited here we were impressed with its size and productiveness but it was not firm enough to be at its best. In New Jersey and other states equally far north we believe Redcrop well worth trying. Price list page 32.

FAIRLAND

Fairland is the third of the three fine midseason berries notable for their resistance to red stele. Fairland is slightly earlier than Temple and several days ahead of Sparkle in ripening season. Whereas both Sparkle and Temple are rather dark Fairland is light in color. As a shipping berry Fairland is as good as Sparkle but not as good as Temple. It is a heavy producer of berries that are large, fairly good in quality and beautiful in appearance. Their light color makes them appealing to the eye of the buyer. Fairland is not at its best as far south as Maryland. It has given fine results in Ohio, West Virginia, Massachusetts, New York, and other northern states. As with Robinson, Fairland where it is well adapted will be a profitable berry, chiefly because of productiveness, large size and light attractive color. Price list page 32.

POCAHONTAS

Pocahontas has achieved wide publicity during the last year or two because of its ability to produce a satisfactory crop of berries the following spring from plants set in November and December. Methods of handling Pocahontas to get these results have been worked out by Dr. M. M. Parker of the Virginia Truck Experiment Station at Norfolk, Virginia. It has been possible with Pocahontas, we believe, because Pocahontas is the most vigorous variety that we have ever grown, not even excepting virus free Blakemore plants.

Outside the Norfolk and Eastern Shore of Virginia areas Pocahontas has been tested in only a few places. Reports of very high yields have come from Pennsylvania, Missouri and Washington, D. C., as well as Virginia. The parentage of Pocahontas is Midland x Tennessee Shipper. As Tennessee Shipper is the firmest of all known varieties Pocahontas should be and is firm enough for shipment, ranking about with Blakemore as a shipping berry. Pocahontas begins to ripen about one week after Blakemore. It is very productive. In replicated plantings at Beltsville, Md., the yield average for 1951 and 1952 was at the rate of 11,376 quarts per acre, which was much higher than Blakemore under the same conditions. In a test for the frozen package trade it has been rated high in color, texture and flavor.

In color the berries are a vivid red, somewhat deeper than Blakemore, they are glossy and have a tough skin. The flavor is tart and good.

Dr. Parker at Norfolk found Pocahontas the only variety capable of producing satisfactory yields of attractive looking fruit the first spring following transplanting in the fall. He feels that the large size, good yield, and attractiveness of Pocahontas berries from fall set plants may make this a good practice for the small commercial grower or home gardner but may not be profitable for big scale plantings because of the large number of plants needed and the amount of labor required to transplant them. On account of its unequalled vigor Pocahontas seems worth trying anywhere. They will surely grow. Price list page 32.

SPARKLE

Sparkle is a shining example of good work in breeding strawberries done by our Agricultural Experiment Stations. Sparkle was originated and introduced by the New Jersey Station. It has quickly become popular throughout all the northern states from New England to the Mississippi River. Sparkle needs plenty of moisture to size up the very large crop of berries which are set. Sparkle size normally ranges from medium to large, but in dry seasons with too thick beds the size can run down too much.

Although Sparkle is a good all-around berry it is outstanding in four ways:

1. Sparkle is highly resistant to red stele. Teamed with Stelemaster for early, and Fairland or Temple midseason, Sparkle late, provides a grower with red stele infested soil with a succession of excellent varieties.

2. Sparkle has high quality, a rich red color clear through the berry, which makes it one of the best for freezing and other processing.

3. Sparkle plants are very productive, rating in total yield with outstanding producers like Premier, Catskill, Tennessee Beauty and Armore.

4. Sparkle is one of the most vigorous of all strawberries, making plenty of plants under almost all conditions throughout the middle and northern states where it is adapted.

As with Catskill, most Sparkle stocks in the last few years have been greatly reduced in vigor by a virus disease. Beginning with our 1953 setting stock we have had only virus free Sparkle plants and the improvement has been amazing. Last spring, 1954, we picked berries from a few rows of Sparkle which we did not need for plants. They yielded larger and better fruit than any Sparkle we have ever had—even when it was first introduced. Price list page 32.

MASSEY

Where well grown, Massey is one of the prettiest, firmest, largest and best quality berries we have ever seen. Massey seems to be at its best in the coastal plain section of North Carolina where it is usually very productive. After being introduced Massey produced so profitably there that it soon exceeded Blakemore in total acreage.

During the last few years virus diseases have reduced the vigor and yield of Massey plants. All our stock again this year was grown from virus free planting stock. The growth shows a return to the original Massey vigor. North Carolina growers should certainly use this virus free stock of Massey together with virus free Albritton, which is fast gaining on Massey as a commercial berry in that area. Why not try some of our strong virus free Massey stock? Price list page 32.

ERIE

Erie, like Empire, is a recent introduction of the New York State Experiment Station. Its parentage is Sparkle × Premier -certainly an excellent start for any new kind. Erie makes strong, vigorous plants and plenty of them for a heavy fruiting row. Berries are large, maintaining their size well throughout the season. Fruit color is medium red, bright and attractive, with a skin somewhat tougher than Premier. In quality Erie about equals Premier, but ripens about eight days later—about with Sparkle.

Dr. George L. Slate, the originator, says Erie is suggested for trial for market purposes because of the heavy crop, attractive appearance and large size of the berries which is well maintained through the season. Price list page 32.

TENNESSEE BEAUTY

$1400.00 per Acre Clear Profit

In 1954 from 1.6 acres of Tennessee Beauty we picked 20,400 quarts of berries. This was at the rate of 12,700 quarts per acre, which gave us a clear profit of $1,400.00 per acre.

Tennessee Beauty for several years has been the most profitable variety of strawberries for us. If in this section we were limited to just one variety for fruiting purposes it would have to be Tennessee Beauty. It is one of the most beautiful and most productive of all varieties as well as being the most profitable.

The record cited above was made in a rather dry year but on a good piece of strawberry land. Tennessee Beauty sets such a heavy crop that it is especially adapted where irrigation is available; plenty of water would have increased the yield on our field last year by at least 100 crates. The rewards to be expected from a fine crop of Tennessee Beauty are so great that you are justified in using some of your best springy land for this variety. When the plants are not too thick and ample moisture is available the average size of Tennessee Beauty is good. With real dry conditions or real thick beds the plants cannot size up the tremendous crop of berries which they set. However, we know of no variety where a quart of small berries has as much real value as Tennessee Beauty. They will weigh as much as two or three pounds per crate more than some of the other kinds. In the record cited above some of the last berries were quite small and were sold to a processor. It is noteworthy that the record cited above was made with berries selling at an average price of slightly less than 30c per quart.

The facts about Tennessee Beauty are as follows:

1. Virus free strains of Tennessee Beauty which we offer are very virogous in plant growth and rarely fail to make plenty of plants for a good fruiting row.

2. The plants are very productive, as noted above.

3. The berries are among the most beautiful of all varieties.

4. The berries average medium to large in size where moisture is available—smaller under dry conditions and very thick beds.

5. The berries are very firm, being excellent for shipping. If bad weather or shortage of help delays picking Tennessee Beauty will keep for several days with very little loss of fruit.

6. In addition to being a fine, beautiful berry for the fresh market Tennessee Beauty is one of the best for freezing and processing.

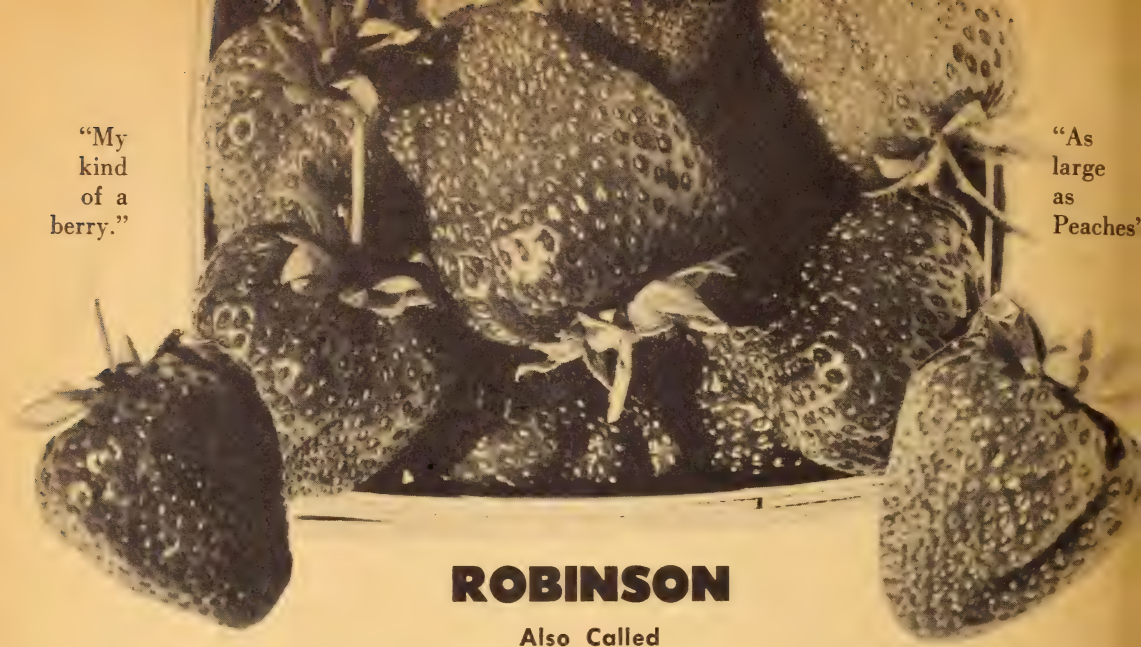
7. The berries are excellent in quality—not quite as good as Fairfax and Fairpeake but better than Premier, Catskill and Robinson.

8. Tennessee Beauty territory is about the same as Blakemore. It covers all the southern and middle states as far north as central Pennsylvania and the coastal areas of New York and New England.

For large commercial plantings or for the small home gardens Tennessee Beauty, where adapted, is certainly a winner. Price list page 32.

Mobile Co., Ala., Oct. 20, 1953. "Of the four kinds I ordered last year Tennessee Beauty seemed to thrive best in this part of the Deep South. This variety bore large clusters of luscious fruit during the first season." *Miss Edna Olson.*

Frederick Co., Md., March 5, 1954. "I have been buying your plants for six years and never had a failure. Tennessee Beauty plants purchased in 1952 gave me more berries from 100 plants than any variety I have ever had." *J. Howard Creeger.*



ROBINSON

Also Called

KARDINAL KING — SCARLET BEAUTY

Large size and bright color have made for its growers many a dollar

From Michigan to Maine and in many other northern states the trend toward Robinson by commercial growers continues. The motivating force behind this trend is the dollar sign. The large size and bright color of Robinson have made it so profitable for so many growers that in some areas Robinson has supplanted most other varieties. We have been told for instance that commercial plantings in Connecticut are now over 75% Robinson.

Robinson has some weak points, but in addition to size and color it has two other factors strongly in its favor:

1. Robinson plants grow vigorously, almost never fail to make a good fruiting row even under adverse conditions. The plants individually are small but they do bear big berries.

2. Robinson has apparently escaped the worst effects of virus diseases so far, either because it is a relatively new variety or because it is naturally virus resistant like Big Joe.

The weakness of Robinson is that the berries are rather soft and generally considered not very high in quality, although there are many who don't agree with this.

In this section Robinson has been grown largely as Kardinal King. In dry years it has been quite profitable. In wet years Robinson is so soft that it must be kept picked closely to avoid loss of fruit.

Robinson berries are very attractive in the package. Most of the berries are somewhat ridged, as shown in the picture above, but this has not prevented them from bringing top prices.

All of our Robinson plants this year have made very fine strong plants—part virus free, part regular. If you prefer the virus free stock please note same on the order sheet.

In spite of the large size and bright attractive color we do not feel that a quart of Robinson has real value anywhere near Catskill, Tennessee Beauty, Sparkle or even Premier. However, growers will make big money with it and we don't blame them for planting Robinson. We have lots of nice plants. Price list page 32.

VERMILION *For Red Stele Resistance*

A new variety recently introduced by the University of Illinois where as a seedling it did well in commerial trials in Edgar County of that state. In addition to being a very productive commercial sort Vermilion showed a high degree of resistance to red stele. Plant growth of Vermilion is quite strong and upstanding. It makes an adequate number of big strong plants rather than great numbers of smaller plants. Vermilion has not been grown widely enough to establish its worth generally but in the central states of Ohio, Indiana, Illinois and West Virginia Vermilion has shown great productiveness ranking almost with Premier and Catskill. The berries run medium to large in size, somewhat irregular in shape and they ripen fairly close to the ground, causing some tendency to green sides. Quality is fair to good with well developed berries. The fruit is about as firm as Premier, color about like Temple, getting fairly dark when full ripe. It ripens midseason to late and seems worth trying in commercial areas, particularly those areas where redstele is a problem. We have never had better Vermilion plants than our stock this year. Price list page 32.

ARMORE *For Productiveness*

The outstanding feature of Armore as we have seen it is the tremendous crop it bears coupled with larger than average size. Armore is a cross of Aroma × Blakemore. Early trials show Armore very promising in the Ozark region and other areas where Aroma was formerly a leading late berry. We have seen Armore fruiting at Beltsville, Md. in 1952, at Salisbury, Md. in 1953 and 1954 and at Norfolk, Va., in 1954. All these observations confirm our first impression that Armore is a late, vigorous, very productive berry, with large average size and fair to good quality. The fruit is borne on fairly long stems, making it easy to pick. The berries though large are rather irregular in shape and many of them are slightly ridged. However, they make a most attractive appearance in the package and usually sell well. They have a fairly light red color, a little darker than Blakemore, a little lighter than Premier. In shape they are something like the old Aroma but they are longer and not quite as pointed. Armore berries do not have as much neck as Blakemore or Tennessee Beauty, but they are easy to cap without digging into the flesh. Armore quality is good, much better than Blakemore, some better than Aroma. Armore berries are firm enough to stand moderate shipment. In areas where it is adapted Armore should be a worthwhile addition to the list of good late varieties. We have good, strong plants in abundance. Price list page 32.

FAIRPEAKE *For Quality*

Fairpeake late and Fairfax early are the quality twins. No other leading strawberries are so delicious to eat. For home garden and local market the quality of Fairpeake will make it a winner, and in many sections Fairpeake is very well received commercially.

Fairpeake makes a strong, vigorous plant with runner production rather shy, especially under unfavorable conditions. Plants are fairly productive and carry many of the good points of their famous parents, Fairfax and Chesapeake. The beauty and high quality of the berries usually enable the grower to get better prices for Fairpeake than for ordinary kinds. Like Redstar, Fairpeake blooms so late that it usually escapes late frosts. It is grown successfully in most of the Premier territory. Ripening season late. Price list page 32.

REDSTAR *The Best Very Late and the Latest Very Good Strawberry*

The outstanding value of Redstar lies in its extreme lateness of season. Redstar blooms so late there is never any frost injury. It bears so late the market is almost always bare of other local berries so that prices are always good. By running a week or more after the regular season the labor you have can handle a larger volume of berries.

The individual plants are very large and robust, but Redstar often fails to make sufficient plants for a good fruiting row. We suggest that they be planted closer than other varieties, or grown in the hill system.

Where a good bed is made Redstar plants are extremely productive, the berries average large in size, firm enough for shipping, excellent in quality and very attractive in appearance with a light red color which darkens very little on holding.

Because of its extreme lateness Redstar should be grown where ample moisture is available at fruiting time, either from naturally moist soil or from irrigation.

The last berries are always the best ones. In home garden or commercial planting use Redstar and have a whole crop of the last berries. Price list page 32.

AMBROSIA *For Late Berries and High Prices*

Ambrosia blooms and ripens very late—always escapes frost. Only two or three days earlier than Redstar, much easier to grow and generally more productive because it is easier to get a good fruiting bed. Ambrosia could be called the Very Late Big Joe. Plant growth and berries very similar in appearance. Fruit large and very attractive. Like all good late berries they sell well. Grown mostly in midwestern states, Iowa, Nebraska, etc. Worth growing anywhere late, large, handsome berries are wanted. Price list page 32.

SUPERFECTION

Plant any Everbearer you wish, but we Recommend

SUPERFECTION

Most Productive of all the Everbearers

Year after year we find Superfection to be the best of the everbearers because it is the easiest to grow, most productive of fall berries, most attractive in appearance and surpassed in quality only by Red Rich.

Scoffed at as worthless by commercial growers for many years, the new sawdust mulch spaced plant system of growing and varieties like Superfection have made everbearers a real asset to your home garden and in favorable locations a profitable money crop.

Except for the ability to produce berries in late summer and fall nearly all spring varieties are far superior to any everbearer. Superfection berries are light in color and quite attractive in the package, looking just like the picture on the next page. They are firm enough to ship moderate distances but most of them are used at home or sold on local markets. The flavor is quite tart, but with sugar added they make a very fine addition to late summer and fall desserts.

We have the best stock of Superfection plants we have had in years. Price list page 32.

Enthusiasm for Everbearers

The Berries are Delicious

Shiawassee Co., Mich., Aug. 10, 1954. "Set out two varieties of your everbearing strawberries this spring and are enjoying the fruits of our labor now. We have had very good luck and the berries are delicious." *R. B. McConkey*

Never had Seen Anything Like Superfection

Spokane Co., Wash., Apirl 8, 1954. "In the spring of 1953 I sent to you for a trial order of Mastodon, Gem and Superfection. The Mastodon I might confess were all but a total failure, grew a lot of tops but no berries worth mentioning, neither in the spring nor fall; the Gem did very well both as to plant growth and yielding fruit, but Oh Boy! Talk about tops and berries on Superfection! That's the man that came across with everything it had—tops, berries and large too, and lots of runners. I have never seen anything like it." *Nels Jergensen.*

Berries until Nov. 26

Harford Co., Md., Feb. 8, 1954. "I have planted your Superfection for three years and think it will be sometime before you find a better one. Last year I picked 126 qts. of berries from the plants I got from you and they were full of berries when freezing weather hit them on Nov. 5. In 1952 we picked the last berries on Nov. 26." *C. Hollis Matthews*

On an acre basis, this is over 17,000 quarts

Norfolk Co., Va., March 10, 1954. "On a little plot of Superfection strawberries, two beds set in a 10 x 10 plot 12 inches apart, 4 rows in a bed, I picked 40 qts. besides what the birds and children got. You can figure out what that will be an acre." *C. C. Grinalds*

GEM

Each year we become more convinced that completely healthy stocks of Superfection, Gem and Brilliant are identical. Therefore, all the things which we have said about Superfection above apply equally to Gem. The probable reason why some stocks of Gem have shown less vigor and productiveness than Superfection is that, being an older variety, these stocks of Gem have picked up more of the virus disease. We have been fortunate in having very healthy stocks of the original Gem plants and they have consistently equalled Superfection in growth and productiveness. This stock has been kept separate and your Gem orders will be filled from the original Gem stock. Gem berries, like Superfection, are light, attractive, rather tart in quality but very good with sugar added, and they give you berries "until the frost is on the pumpkin and the fodder's in the shock." Price list page 32.

MASTODON

Best Spring Cropper of all the Everbearers

For the regular spring crop Mastodon is a good midseason berry, similar to Big Joe in both plant growth and fruit. It can be grown with some success in red stele soils, having more resistance to that disease than any of the other everbearers. Lack of consistent productiveness in late summer and fall has been and still is the weakness of all the everbearers. We believe one of the reasons why Mastodon has continued so long as one of the most popular and widely planted varieties is because a good crop of berries in the spring is sure even though the summer and fall crop prove disappointing.

Mastodon makes a strong, vigorous growth with larger plants generally than any of the everbearers except the new Red Rich. It is very rugged and can take lots of punishment and still survive, but any plants should be given extra good care if a good crop of berries is expected just a few weeks after the plants are set. In favorable seasons Mastodon is quite productive for the fall crop. The berries are fairly good in quality, rather attractive in appearance and firm enough to be shipped moderate distances. Mastodon is not as attractive as Gem, about equal in quality and not usually as productive in late summer and fall. They have a tendency to ripen unevenly with the underside green after the top has become fully red. Mastodon is not adapted as far south as Gem and Superfection, but for years was the most popular and widely planted everbearer over the middle and northern states. Price list page 32.

RED RICH

Finest Quality Everbearer

Red Rich produces the largest, strongest, most rugged plant of all the everbearers. The foliage is most beautiful. The large, healthy, dark green leaves make them fully worthy of being used for decorative purposes. Red Rich does not make as many plants as Mastodon, far less than Gem and Superfection even under the best of conditions. As a spring cropper we have not found Red Rich of much value. The berries are good, in fact supreme in quality, but the plants are not highly productive and the berries, while they resemble Fairfax, in general are duller, rougher and not at all attractive.

Some reports rate Red Rich as outstanding among all the everbearers in all-around value. Our experience puts it well ahead of all the others in delicious dessert quality, but we have not found it to be as productive as Superfection and good strains of Gem. Our stock comes direct from the introducer. Price list page 32.

Commonsense Methods for Growing Good Strawberry Crops

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1953 will bear their best crop in May or June 1954. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

FALL PLANTING

Setting plants in late August, September or early October with the idea of getting a partial crop the following May or June is not a good practice. Results in most cases do not justify the extra effort, even if good plants were available, which they usually are not.

Setting the plants in late October or November to get the job done when not so rushed by work as in spring or to avoid the hazards of delayed planting in spring, due to bad weather, frequently is justified. These advantages should be weighed against the time and trouble of mulching through two winters instead of one, and more work in controlling weeds and grass. Usually a part of the fall set plants fail to survive the winter, but those that do survive start earlier and grow better than spring set plants.

With good early dug dormant plants available for spring planting we think fall setting is very rarely justified except in Florida or other sections far South. Recent work with the Pocahontas variety in the Norfolk, Va. area may provide another exception.

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3—Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that hold moisture well because (a) it is naturally springy, (b) it has a high water table, (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND?

In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 or 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary, but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet. Manure from poultry and broiler houses is not recommended be-

cause it either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

WHEN SHOULD PLANTS BE SET? EARLY! The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States, April and May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

SHOULD CHEMICAL FERTILIZERS BE USED? On very fertile garden soils none is needed. On most good soils fertilizers will not prove beneficial if plenty of stable manure of any kind has been applied. On some soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of organic nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one of more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate or ammonia should be used in these applications only with great care, as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosphorous is O. K.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer treatment is necessary. If growth is not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3 ft. "	18 "	8,297 "
3 ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in.	18 "	7,128 "

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best, 5 to 7 is satisfactory.

WHAT CARE DO PLANTS NEED? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O. K.

The very best way to hold plants is in cold storage at 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Even moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 32 Degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments have shown that anyone who cannot normally set plants by April 15th could confidently expect much better results with stored dormant plants than with freshly dug ones.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good which leaves the roots reasonably straight down in the soil, spread some if possible with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dibble, paddle or in larger fields a horse or tractor-drawn transplanter. With plants that have very long roots clipping them off to about 4 to 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture.)

HOW FAR APART SHOULD PLANTS BE SET? In general we recommend setting plants 18 to 20 inches apart in rows 3½ to 4 feet apart. This requires about 7,000 plants per acre. (See table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants. With the new virus free stock of vigorous growing varieties somewhat wider setting will usually give a satisfactory fruiting row.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 30. A variation would be using rows 3½ feet apart, set plants 12 inches apart with two runner plants, one each way, from each mother plant set.

HOEING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best. 1 to 1½ inches deep with the hoe or slightly deeper with horse cultivator.

There are three other important jobs to be done along with the hoeing work.

(1) Uncover the buds. At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for sometime but if the bud is smothered the whole plant will eventually die.

(2) Cut off the blossoms at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth.

(3) Most of the training of new runners is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong new runners out like spokes from a reel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled or cut off.

WEED KILLERS. Crag Herbicide No. 1 is the most promising material to date for control of summer weeds and grass in strawberries. Apply just after cultivation. It prevents germination of weed seeds—does not kill established weeds. Apply rate of 2-3 lbs. per acre in 40 gallons of water. Cover soil surface. Each application will check weed growth for 3-5 weeks. No injury to plants unless very hot weather. Consult your County Agent or State Agriculture Experiment Station for further details about Crag or sprays to control winter weed growth. We doubt if chemical weed control is practical on very small plots.

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results. Use whatever you have or can buy at a reasonable price.

WILL IRRIGATION PAY? If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added or because of a high water table.

DO STRAWBERRIES NEED SPRAYING? When good varieties are selected and clean healthy plants are used, strawberries do not need spraying as a rule. Red stele has become serious in some areas. It is avoided by using clean plants on uninfected soil. It can be largely ignored on infected soil by using resistant varieties like Temple, Sparkle, Fairland, Vermilion and Stelemaster.

Spraying to prevent rot in wet seasons is only partly effective. However, when it is necessary to dust for clipper we suggest that Captan 406 at manufacturer's recommended strength be included to help discourage fruit rots. Hill system or well spaced plants help to prevent berry rot. The Clipper, sometimes present near wooded areas, can be controlled by two applications (25 to 35 lbs. each) of proper dust mixture. Consult your County Agent or follow manufacturers' directions.

10 to 15 lbs. actual chlorodane per acre mixed and applied with fertilizer broadcast will help control root aphis and grub worms. Chlorodane too concentrated may cause injury. As side dressing use same fertilizer mixture with less per acre.

RENEWING OLD BEDS. Most commercial growers pick one crop of strawberries and then destroy the planting. Generally this is justified. However, when plantings are on good soil, free from weeds with little insect or disease damage, a second crop may be had economically. To renew beds, don't plow away the old bed. Cultivate middles, remove weeds and grasses and possibly fertilize. Balance of effort should be by hand or some kind of drag to remove excess plants in thick places and to train new runners in any vacant places. For years we have found this method simplest, easiest and best. Mostly the second crop of berries is borne by the same plants that produced the first crop.

WHAT'S NEW AND HELPFUL FOR COMMERCIAL BERRY GROWERS?

1. Unless your soil is very good, broadcasting fertilizer 600-800 lbs. per acre of a mixture about 5-9-2 we believe will help. If possible have your fertilizer man put in enough chlorodane compound to provide 10 lbs. actual chlorodane per acre from your application. This should control plant lice, ants, cut worms and grub worms.

In one test in Kentucky W. W. Magill reported 300% increase in yield, $1,000.00 per acre increase in profit from the use of chlorodane broadcast before planting.

2. If you have to dust to control clipper or other insects just before picking season, include Captan 406 with every application to help reduce fruit rot which is sometimes serious if season is wet. This is now standard practice with us.

3. To help maintain virus freedom on our virus free stocks we have dusted 12 times with 1% parathion dust, 35 lbs. per acre, at a total cost of $5,000.00 for our plantings this year. If you intend to do much resetting from your own plants at least 4 or 5 dustings would seem advisable. It is the duty of responsible plant growers to maintain virus free stocks for sale. As virus is unlikely to rob berry plants of their vigor suddenly it may be more economical for the commercial grower to secure his planting stock regularly from a reliable grower than to continuously maintain a virus protective dusting schedule. Certainly we believe this to be true for the home gardner and small commercial grower.

FAMILY GARDEN COLLECTIONS

Beautiful Berries and So Good in your own Garden! You get the Best from these carefully selected varieties. You save Money—10% or more plus postage off list price on every collection. You pay no more than the price printed here. Transportation by mail postpaid is included in the price.

Part of collection B—50 plants each of 4 kinds

★ ★ All-Star Collections ★ ★

Well adapted for heavy production of luscious berries anywhere in the U. S. A. except extreme northern and extreme southern areas.

★ **PREMIER**—*frost proof, sure crop every year* ★

★ **FAIRFAX**—*finest quality; the garden berry deluxe!* ★

★ **CATSKILL**—*big crops of big berries; good for freezing* ★

TENNESSEE BEAUTY—*wonderful new late berry; excellent for freezing*

Collection A	**100** plants,	**25** each of the	**4 kinds**	(postpaid)	**$ 4.30**
Collection B	**200** plants,	**50** each of the	**4 kinds**	(postpaid)	**7.20**
Collection C	**400** plants,	**100** each of the	**4 kinds**	(postpaid)	**11.50**
Collection D.....	**1000** plants,	**250** each of the	**4 kinds**	(postpaid)	**22.85**

Northern States Garden Collections

Well adapted for heavy production of excellent berries in northern U.S.A. and Canada, south about to the Ohio River Valley and southern Pennsylvania.

PREMIER—*frost proof, sure crop every year*
FAIRFAX—supreme in quality; the garden berry deluxe!
CATSKILL—*big crops of big berries; good for freezing*
SPARKLE—*shine like gems; fine quality fresh or frozen*

Collection E	**100** plants,	**25** each of the **4 kinds**	(postpaid)	**$ 4.35**
Collection F	**200** plants,	**50** each of the **4 kinds**	(postpaid)	**$ 7.25**
Collection G	**400** plants,	**100** each of the **4 kinds**	(postpaid)	**$11.70**
Collection H.....**1000**	plants,	**250** each of the **4 kinds**	(postpaid)	**23.40**

Everbearing Collections

FOR BERRIES THIS YEAR

New methods of culture (see page 32) will help you produce more delicious out of season berries, more pleasure, more profit from them.

MASTODON—*a good everbearer and a dependable spring cropper*
GEM—*beautiful, bright, tart berries, very productive*
SUPERFECTION—*much like Gem except possibly more vigor and greater productiveness.*

Collection X	**75** plants,	**25** each of the **3 kinds**	(postpaid)	**$ 6.00**
Collection Y	**150** plants,	**50** each of the **3 kinds**	(postpaid)	**10.00**
Collection Z	**300** plants,	**100** each of the **3 kinds**	(postpaid)	**18.00**

POSTPAID—Order all Collections by name, Collection A, Collection B, etc. Collections postpaid anywhere in the U.S.A. at prices quoted.

EASY FOR BEGINNERS—you need not hesitate planting strawberries in your garden. Beginners can do it well and successfully. Order one of these collections or other varieties from our price list on page 32.. You will be delighted with the fine large berries you can grow by following the simple directions given on pages 24 to 27.

THE SAWDUST MULCH SPACED PLANT SYSTEM

The Growing Plants

The Plan

Everbearers Have Arrived!

They are no longer a novelty only! THE SAWDUST MULCH SPACED PLANT SYSTEM and varieties like SUPERFECTION have made everbearers a real asset in the home garden and under favorable conditions a profitable money crop.

A report from the Ohio Station which took the lead in developing this system states, "The 4-row system can be expected to produce 7,000 quarts per acre of Superfection the first year. The latest developments in everbearing strawberry production demonstrates that the largest yields, greatest ease and economy of operation and highest profits are to be secured by following a 4-row bed type planting system." (See diagram and picture above)

In this system the plants are set one foot apart in rows which are one foot apart. A two foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August, which are maintained during the remainder of the season.

The plants should be set just as early in the spring as the land can be prepared —late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any, must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.

All the blossoms which develop on the new set plants should be removed until early July or a week or two later if plant growth has not been quite vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth in October. The sawdust mulch helps to conserve soil moisture during the late summer. If an extended drought occurs the crop can be greatly increased in size and quality by the use of irrigation. All runners should be removed from the plants as fast as they develop. This is essential if highest yields are to be secured.

"*The sawdust mulch appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. A full inch of mulch should be maintained.*"

The spaced-plant sawdust mulch system comes high per acre, with more plants and much hand labor required, but numerous Ohio growers have demonstrated in small and medium sized plantings that a carefully managed patch will give high profits.

"*You sure did strawberry growers a good deed when you gave us the Ohio sawdust mulch plan for growing everbearers in the hill. There is no everbearing variety that will grow strawberries and make runners all at the same time,*" writes a prominent Indiana grower.

The Iowa Station has had yields fully equal to anything reported from Ohio and the Kentucky Station with irrigation obtained yields of 13,000 quarts per acre from both Gem and Superfection.

"VIRUS-FREE"

Plants referred to as "virus free" in this catalog have been field grown by us from virus-free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils, and Agricultural Engineering, Beltsville, Maryland. Our field-grown stock has been dusted with parathion to control aphids which transmit the virus diseases. It has also been grown at considerable distances from any other strawberry plants. Since viruses do not produce clear-cut symptoms in most strawberry varieties but simply weaken and devitalize the plants, no guarantee can be made that these plants are 100 percent free of viruses. Because of the measures that we have used to protect these plants from virus infection, we believe them to be substantially virus-free.

Free from virus, full of vigor

INSTRUCTION TO PURCHASERS

Terms. Cash with order. Remit by money order, bank draft or cash in registered letter. No C.O.D. shipments without part payment.

Packing. No extra charge made for packing at prices quoted on page 32.

Time of Shipment. We ship plants from October 25th to June 1st. See paragraph on page 25, "When should plants be set?"

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants ordered.

Late Shipments. All plants ordered shipped after May 15th will be packed and shipped in best possible condition but at purchaser's risk.

Our Guarantee. We guarantee all plants ordered shipped before May 15th to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

WHEN TO ORDER — HOW TO SHIP

Order as soon as you have decided what varieties and how many you want. Plants will be reserved for you. Write plainly so that we can get your name and address correctly for prompt acknowledgement of order and delivery of plants. Be sure to fill in your County on the order sheet.

Express—Cheaper on shipments of 3,000 plants or more and on 2,000 plants in the 5th postal zone or farther. Transportation charges can be collected at time of delivery. There is a minimum express charge of $1.80 on any size shipment.

Parcel Post.—Generally cheapest and most satisfactory for all shipments up to 1,000 plants everywhere, and on larger shipments up to 2,000 plants in the 4th postal zone or nearer. Parcel post charges depend upon weight of shipment and postal zone. On parcel post shipments be sure to include postage figured from the tables and guide below. Send enough postage as any excess will be returned to you. C.O.D. shipments require from 40c to $1.00 additional postage for that service and often delay delivery. COLLECTIONS offered on pages 28 and 29 are prepaid and no postage need be sent for these.

WEIGHT OF PLANTS

25 plants	1 lb.
100 plants	4 lbs.
500 plants	20 lbs.
1000 plants	40 lbs.

RATE TABLE

Zone	*1st Pound*	*Each Additional Pound*
2nd	23 cents	4 cents
3rd	23 cents	5 cents
4th	24 cents	7 cents
5th	26 cents	9 cents
6th	28 cents	12 cents
7th	30 cents	15 cents
8th	32 cents	18 cents

ZONE GUIDE

To help determine postal zone, consult this guide. If you live near places mentioned or nearer to Eastern Maryland, you are in zone indicated. If convenient, ask your Postmaster.

Zone 2—includes Trenton, N. J., Harrisburg, Penna., Philadelphia, Penna., Hagerstown, Md., Charlottesville, Va., Norfolk, Va.

Zone 3—includes Hartford, Conn., New York, N. Y., Pittsburgh, Penna., Roanoke, Va., Wilmington, N. C.

Zone 4—includes Portland, Maine, Boston, Mass., Albany, N. Y., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.

Zone 5—includes Chicago, Ill., St. Paul, Minn., St. Louis, Mo., Little Rock, Ark., New Orleans, La.

Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.

Zone 7—includes El Paso, Texas, Denver, Colo.

Zone 8—includes Salt Lake City, Utah and Pacific Coast States.

PRICE LIST FOR SPRING—1955

	25 plants	50 plants	100 plants	200 plants	300 plants	400 plants	500 plants	1000 plants	5000 plants
Early Varieties									
ALBRITTON	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
BLAKEMORE	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	65.00
DIXIELAND	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00	——
DORSETT	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	80.00
EMPIRE	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
FAIRFAX	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	75.00
HOWARD 17	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
KLONDYKE	.85	1.35	2.20	3.85	4.95	5.95	6.85	11.00	50.00
KLONMORE	.85	1.35	2.20	3.85	4.95	5.95	6.85	11.00	50.00
MIDLAND	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
MISSIONARY	.85	1.35	2.20	3.85	4.95	5.95	6.85	11.00	50.00
PREMIER	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
SEN. DUNLAP	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
STELEMASTER	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00	——
TENNESSEAN	.85	1.35	2.20	3.85	4.95	5.95	6.85	11.00	50.00
TENN. SHIPPER	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
Midseason Varieties									
BIG JOE	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	75.00
CATSKILL	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
FAIRLAND	1.40	2.30	3.70	6.50	8.35	10.00	12.00	18.50	82.50
POCAHONTAS	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
REDCROP	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	——
TEMPLE	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	75.00
Late Varieties									
ARMORE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
ERIE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
FAIRPEAKE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
KARDINAL KING	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	70.00
MASSEY	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
ROBINSON	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	70.00
SPARKLE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	80.00
TENN. BEAUTY	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
VERMILION	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
Very Late Varieties									
REDSTAR	1.35	2.25	3.60	6.30	8.10	——	——	——	——
AMBROSIA	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
Everbearing Varieties									
GEM	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	130.00
MASTODON	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	——
RED RICH	5.00	8.50	15.00	27.00	30.50	——	——	——	——
SUPERFECTION	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	130.00

W. F. ALLEN COMPANY
SALISBURY, MARYLAND

All plants f.o.b. Salisbury, Maryland, at prices quoted, express or parcel post charges extra.

On quantities of more than 5,000 plants of one variety, write for quantity rate.

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND EARLY OCTOBER.

BLAKEMORE—For many years the Greatest early shipping berry for the Middle and Southern States. Blakemore grows like weeds—stands much abuse when necessary—produces like mad—stays firm in shipment—sells at a profit!"

NEW VIRUS FREE STOCK OF BLAKEMORE AND TENNESSEE BEAUTY add beauty, extra vigor and vitality to make extra profit for you. Plant Blakemore early—Tennessee Beauty late for profit in the Middle States and upper Southern States.

TENNESSEE BEAUTY
12,700 quarts per acre! 20,320 quarts from a measured 1.6 acres! That's our record with Tennessee Beauty in Maryland in 1954.

CATSKILL—King of the mid-season kinds. Amazing step-up in Vigor—Size—Productivity from our VIRUS FREE STOCK!

W.F.ALLEN Company

SALISBURY, MARYLAND

ROBINSON
Large size and bright color have made for growers many a dollar. Rapid acreage increase shows growers want more Robinson —more dollars.